



Community Development Department  
Mobility Division  
1685 Main Street  
Santa Monica, CA 90401  
Tel: (310) 458-8291



June 4, 2025

**RE: City of Santa Monica Tour Bus Parking Program**

Dear Tour Bus Operator:

The City of Santa Monica, Santa Monica Travel & Tourism (SMTT) and Downtown Santa Monica (DTSM), Inc. are pleased to offer an extension of the City's Tour Bus Parking Program.

The City of Santa Monica welcomes Tour Bus Operators to our community and will continue to provide courtesy parking and use of designated active loading and unloading zones within the City to certified pre-approved tour bus operators.

**PLEASE NOTE:** Bus operators must comply with all parking regulations or will be subject to a citation. The designated loading zones are only to be used when actively loading and unloading. Idling and temporary parking are strictly prohibited. Use of any areas outside of the designated loading and unloading zones may result in the termination of your tour bus parking permit.

The Tour Bus Parking Program is a shared venture. Its success will continue to depend, in part, on operator compliance with City regulations and program guidelines.

**In order to be eligible to apply for the certification renewal, please submit the following electronically to [trade@santamonica.com](mailto:trade@santamonica.com):**

1. Application (attached)
2. Transportation Charter Party (TCP) License
3. At least one Santa Monica sample travel itinerary that includes Santa Monica for a minimum of four hours – **Required for application approval**

Please see the enclosed map and list of parking and bus loading zones for the July 1, 2025 - June 30, 2026 program year.

If you have any questions about the program please contact our Business Development Team at SMTT directly at (310) 319-6263, fax (310) 319-6273, and email [trade@santamonica.com](mailto:trade@santamonica.com).

Thank you for your participation in the Tour Bus Parking Program. We look forward to working with you in the future.

Sincerely,

Santa Monica Travel and Tourism



Community Development Department  
 Mobility Division  
 1685 Main Street  
 Santa Monica, CA 90401  
 Tel: (310) 458-8291



## 2025-2026 Tour Bus Operator Application

Tour Bus Operator Name \_\_\_\_\_ Application Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Business Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip Code \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Business Phone # \_\_\_\_\_ Email Address \_\_\_\_\_ Fax # \_\_\_\_\_

TCP License # \_\_\_\_\_ (attach copy)

Number of tours on average: \_\_\_\_\_ /day \_\_\_\_\_ /week \_\_\_\_\_ /month

Expected days of week and number of tours: M \_\_\_\_ Tu \_\_\_\_ Wed \_\_\_\_ Th \_\_\_\_ Fri \_\_\_\_ Sat \_\_\_\_ Sun \_\_\_\_

Typical Group Size: \_\_\_\_\_ to \_\_\_\_\_ persons per Tour Group

Average Amount of time planned to spend in Santa Monica: \_\_\_\_\_ hours, \_\_\_\_\_ minutes per Tour Group.

### Vehicle Information

Vehicle Type	License Plate No. (No VIN Numbers)	Weight	Passengers

If additional Vehicles are to be used, please attach separate sheet and check here

If vehicles used for tour groups into Santa Monica are not owned/operated by the company listed above, please provide vehicle owner/operator information below:

Company Name \_\_\_\_\_

Company Contact Name \_\_\_\_\_

Company Contact Phone \_\_\_\_\_ Email \_\_\_\_\_

### Driver Information

Name	CA Drivers License No.	Class Permit

If additional Drivers are to be used, please attach separate sheet and check here

Tour Bus Operator Signature \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_



Community Development Department  
Mobility Division  
1685 Main Street  
Santa Monica, CA 90401  
Tel: (310) 458-8291



## **City of Santa Monica Tour Bus Permit Policies – Please Read Carefully**

### **General Instructions:**

- Provide each bus with their corresponding Santa Monica Tour Bus Parking Permit and Parking Coupons.
- Parking Coupons may be reproduced, but must be utilized by the designated vehicle.
- Provide one coupon each time the bus parks.
- Authorized Tour Bus driver must fill in the Time & Date of Arrival line on each coupon.
- Upon entering the parking lot (2030 Barnard Way/Lot 4 South), submit the completed Parking Coupon to the Parking Operator for entry.
- Each vehicle must have its own Parking Permit and Parking Coupon.
- Keep the Parking Permit and Parking Coupons with the designated vehicle.
- Display Parking Permit on the bottom area of the driver-side window with the city logo facing out.

### **Parking Area Restrictions:**

- Courtesy parking for Certified Tour Bus Operators is provided at **2030 Barnard Way (Lot 4 South)**.
- Park in designated spaces only.
- Park from 8AM to 8PM only.
- **Parking is not available on the following dates:**
  - 2025: July 4 - 6, August 30 - September 1, November 27 - 30
  - 2026: January 1, January 19, May 23 - 25
- Park head-in only, unless otherwise directed by parking attendant.
- **Turn off engines.**
- Turn off any electronic device that can be heard outside of the tour bus.
- Display Parking Permit at all times.
- Comply with all loading and parking area requirements.

### **Loading Areas:**

Active loading and unloading are only permitted at designated locations. Idling and temporary parking are strictly prohibited. Use of any areas outside of the designated loading and unloading zones may result in the termination of your tour bus parking permit. Please note that loading areas are subject to removal or relocation at any time.

### **Preferred Bus Drop-Off/Pick-Up Zones:**

- Ocean Ave, westside, north of Colorado Ave and Broadway
- Wilshire Blvd, southside, between 2nd St and Third Street Promenade

### **Operator Requirements:**

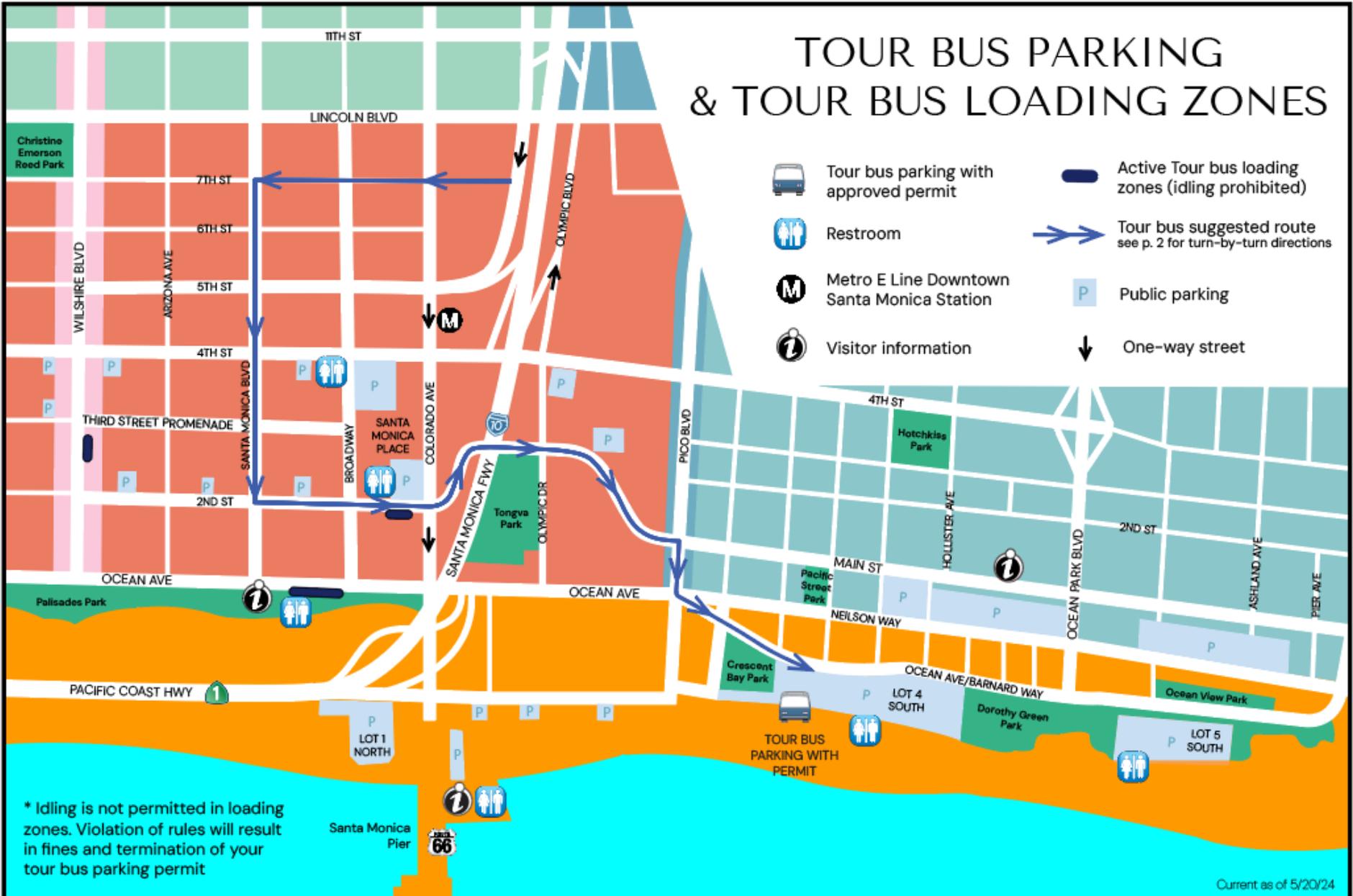
- Maintain valid P.U.C. certificate.
- Maintain adequate insurance per P.U.C. requirements.
- Ensure all drivers carry valid CA Driver's License of the appropriate class.
- Ensure visitors spend a minimum of four hours per visit in Santa Monica.
- Maintain current contact and vehicle information with Santa Monica Travel & Tourism (SMTT).

**Permit must be kept at the Tour Bus parking location. It must be shown to any person upon request. Failure to comply with any instruction or regulation may result in loss of parking authorization for any vehicle, driver, or fleet.**

Thank you for your business! If you frequent Santa Monica and require bus parking, visit our Tour Bus Parking Program page to apply for a free permit: [www.santamonica.com/travel-trade/group-tours](http://www.santamonica.com/travel-trade/group-tours).

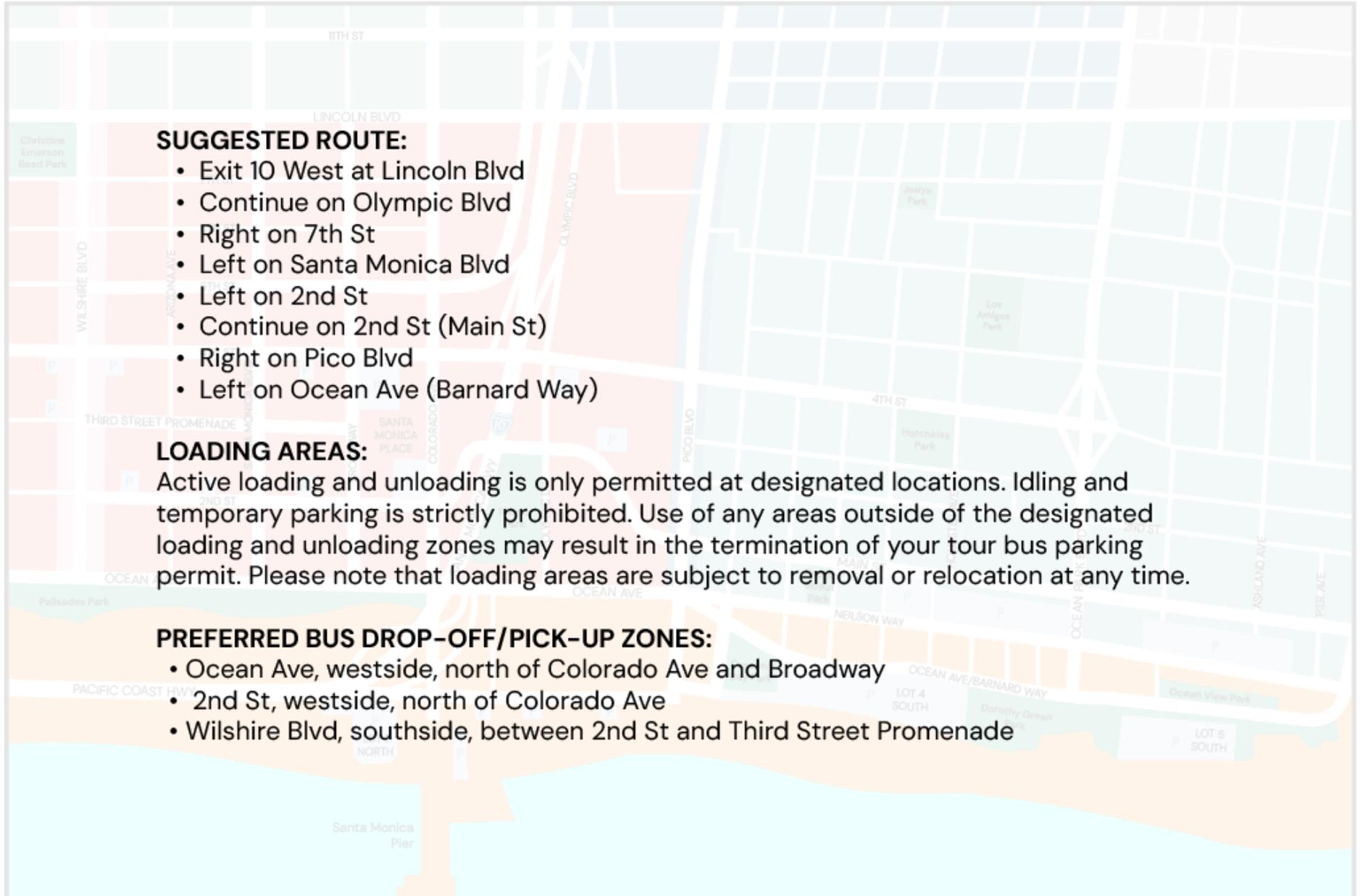
For additional questions, please contact: Santa Monica Travel & Tourism by emailing [trade@santamonica.com](mailto:trade@santamonica.com) or calling 310.319.6263.

## TOUR BUS PARKING & TOUR BUS LOADING ZONES



Thank you for your business! If you frequent Santa Monica and require bus parking, visit our Tour Bus Parking Program page to apply for a free permit: [www.santamonica.com/travel-trade/group-tours](http://www.santamonica.com/travel-trade/group-tours).

For additional questions or concerns, contact: Santa Monica Travel & Tourism by emailing [trade@santamonica.com](mailto:trade@santamonica.com) or calling 310.319.6263.



**SUGGESTED ROUTE:**

- Exit 10 West at Lincoln Blvd
- Continue on Olympic Blvd
- Right on 7th St
- Left on Santa Monica Blvd
- Left on 2nd St
- Continue on 2nd St (Main St)
- Right on Pico Blvd
- Left on Ocean Ave (Barnard Way)

**LOADING AREAS:**

Active loading and unloading is only permitted at designated locations. Idling and temporary parking is strictly prohibited. Use of any areas outside of the designated loading and unloading zones may result in the termination of your tour bus parking permit. Please note that loading areas are subject to removal or relocation at any time.

**PREFERRED BUS DROP-OFF/PICK-UP ZONES:**

- Ocean Ave, westside, north of Colorado Ave and Broadway
- 2nd St, westside, north of Colorado Ave
- Wilshire Blvd, southside, between 2nd St and Third Street Promenade